

LEO BURNETT COMPANY, Inc.

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Attention Gauloises Smokers



Next time
you light a
Gauloises...

...be careful!



Now
Gauloises
have a
filter.

Gauloises (pronounced "Goal-waz") became the best-selling cigarette in France as an uncomplicated, unfiltered blend of robust, rich tobaccos.

Now, we also make Gauloises with a filter, and with progress comes confusion: Smokers sometimes light the wrong end. The taste is indescribable.

With normal care, however, Gauloises will give you a startlingly rich, emphatic flavor. Other cigarettes taste flat in comparison.

On this side of the ocean, Gauloises are still hard to find. But start searching. The taste is worth the trouble.

AVEC
FILTRE



SANS
FILTRE



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